

RANDY L. OTTO

***Vice President/Investments
XXX & Company***

Investment Philosophy

Listen carefully

Make financial recommendations easy to understand

Follow through with superior customer care

On Becoming a Financial Advisor

Many years ago, I decided to transition from a comfortable, successful career managing several aspects of a highly regarded publishing firm to the serious responsibility of providing wealth management guidance to individuals and businesses. In order to do that, I asked myself these questions:

- Hadn't I always shown a keen interest in the financial markets?
- Would I be able to help my clients accumulate more wealth through my guidance?
- Wasn't I often asked by friends and co-workers to translate complex financial information into easy, understandable language because people were comfortable with my knowledge, even when I was not yet a professional?

These were the kind of questions I was often asked in those days:

- "What do I do with my 401k?"
- "Should I have a trust?"
- "What kind of investments do **you** have?"
- "What do you think of (insert investment opportunity here)?"
- "Do I have enough life insurance?"
- ...and on and on.

All of those questions told me that it was time to look at a career as a financial advisor. After all, if people trusted my opinions as much as they did, I owed it to them and myself to learn as much as possible and actually hang out my shingle as a professional advisor.

I asked myself one final question: "Could I really make a difference in the lives of others?" The answer was YES, and from that point on I never looked back.

After a rigorous certification program, I formally entered the market as a Financial Advisor about 12 years ago. Since that first day in my new career, I have had the ultimate satisfaction of meeting and helping hundreds of clients and their families with their finances. Through all types of economic temperatures since then, my clients have had the assurance of a personal advisor looking after their investments as if they were my own investments.

In March of 2008, I left another investment firm to work for my current company. One of the most challenging things about switching firms was making sure that my existing clients were comfortable with the change. When I explained to each client my reasons for the move, I most often heard the following: "Randy, we don't care who you work for. We want YOU to handle our investments. We go where you go."

That, indeed, is the greatest endorsement one could ask.

I was meant to be a financial advisor.

Let me know what I can do for you.

The Write Approach